How we're doing

Having the right relationship

June 2018

Customers do more for themselves and each other

Number of customer contacts

103,342

Figure for the last 3 months

compared to 80,427 for the same time last year

Q1	Q2	Q3	Q4
80,427	80,066	82,482	126,612

Customers feel they get what they need from their community

7.5/10

Based on the last 6 months

New measure

Customers feel they can make their community a better place to live

62%

Based on the last 6 months

New measure

Customers agree: things feel better around here

6.6/10

Based on the last 6 months

New measure

Customers say they do more in their community

35%

Based on the last 6 months

New measure

We're getting things right first time for customers

Resolving customers' enquiries the first time they contact us

86%

Based on the last 3 months down from ▼87% last time

Q1	Q2	Q3	Q4
82%	83%	85%	87%

Target: 80%

Customers confirm that we're getting things right first time

78%

Based on the last 3 months

New measure

We're reducing the time it takes to resolve complaints

15 days

Based on the last 3 months ▶15 same as last time

Q1	Q2	Q3	Q4
23	17	14	15

Target: 14 days

Number of complaints

205

Based on the last 3 months down from ▼246 last time

Q1	Q2	Q3	Q4
122	166	166	246

The number of customers who contacted us but shouldn't have needed to

6% of all contacts

Based on the last 3 months ▶6% same as last time

Target: 5% of all contacts

Q1	Q2	Q3	Q4
4%	5%	6%	6%

We're resolving complaints the first time

99%

Based on the last 3 months down from ▼100% last time

Target: 99%

Q1	Q2	Q3	Q4
98%	100%	99%	100%

Customers are taking more control of their lives

Level of arrears

3.77%

Based on the last 12 months up from ▲3.61% last time

Target: 4.45%

Q1	Q2	Q3	Q4
3.61%	3.82%	3.42%	3.61%

Customers feel confident managing their household bills

96%

Based on the last 6 months

New measure

Customers know where to go for help and support

84%

Based on the last 6 months

New measure

Percentage of customers progressing from supported to independent living or from renting to buying a home

86.5%*

Based on the last 12 months up from ▲79.4% last time

Q1	Q2	Q3	Q4
90%	86%	84%	79.4%

Target: 80%

* Supported only

Customers feel able to make their rent payments

96%

Based on the last 6 months

New measure

Customers offer help and support to others if they need it

90%

Based on the last 6 months

New measure

Number of customers who got into work

49

Based on the last 3 months down from ▼281 last time

New target: 107

Q2	Q3	Q4
161	213	281

Previous target: 270

Customers say they have money saved for a rainy day

49%

Based on the last 6 months

New measure

Customers know who their neighbourhood coach is

49%

Based on the last 6 months

New measure

Customers say they plan ahead and budget regularly

92%

Based on the last 6 months

New measure

Customers say they have enough money to do all the things they want to do

52%

Based on the last 6 months

New measure

Customers feel they get what they need from their neighbourhood coach

90%

Based on the last 6 months

New measure

Customers feel they have a good relationship with us

Customers say we're fair and treat them with respect

8.7/10

Based on the last 6 months down from ▼8.9 last time

Q4 8.9

Customers say we do what we say we will

8.9/10**

Based on the last 12 months up from ▲8.8 last time

Target: 9.2

Q1	Q2	Q3	Q4
8.9	9	9	8.8

Customers say we care about them and treat them as individuals

9/10**

Based on the last 12 months up from ▲8.8 last time

Target: 9.3

Q1	Q2	Q3	Q4
8.9	9	9	8.8

** customers who access a service with us only

Customers feel able to work towards the things they want to achieve in life

73%

Based on the last 6 months

New measure

Customers would recommend Bromford

Customers would recommend us to a friend

89%

Based on the last 12 months down from ▼90% last time

New target: 91%

Q1	Q2	Q3	Q4
91%	90%	90%	90%

Customers rate how easy our services are to use

Customers rated us

8.5/10

Based on the last 12 months down from ▼8.6 last time

New target: 8.4

Q1	Q2	Q3	Q4
8.8	8.8	8.8	8.6

Previous target: 9

Customers rate our homes and services as good value for money

Customers rated us

8.4/10

Based on the last 12 months down from ▼8.5 last time

Target: 9

Q1	Q2	Q3	Q4
8.6	8.6	8.8	8.5

What the colours mean

Target to be set | Meeting target | Within 5%of target | Improvement required

▲ Improved

▶ Stayed the same

▼ Getting worse

The colours green, amber and red indicate where we're meeting, exceeding or falling below our aims or within 5% of our target. The arrows tell you whether we've improved, stayed the same or if we're getting worse compared to last time and we've also introduced a trend line to show you our progress over time. The commentary is separated into two themes so you can easily see where things are working well and where we need to improve.

How we're doing

Having the right home

June 2018

Customers' homes are safe and warm

Fuel check compliance

100%
Figure for the last 12 months
▶ 100% the same as last time

Q2	Q3	Q4
100%	100%	100%

Target: 100%

Customers rate the safety and appearance of their neighbourhood

Customers rated us
7.8/10
Figure for the last 12 months
up from ▲ 7.7 last time

Q1	Q2	Q3	Q4
7.8	7.6	8	7.7

Target: 8.2

Fire risk assessment compliance

100%
Figure for the last 12 months
▶ 100% the same as last time

Q2	Q3	Q4
100%	100%	100%

Target: 100%

Number of homes with an energy performance rating of D or lower

247
Live figure at the end of June
up from ▲ 234 last time
New Target: 247

Q1	Q2	Q3	Q4
455	379	272	234

Previous Target: 360

We match the right home to the right customer

New customers who say their home is right for them

96%
Figure for the last 12 months
down from ▼ 98% last time

Q1	Q2	Q3	Q4
98%	98%	99%	98%

Target: 98%

Existing customers who say their home is right for them

87%
Figure for the last 12 months
▶ 87% the same as last time

Q1	Q2	Q3	Q4
88%	88%	88%	87%

New customers say their home is affordable to live in and run

Customers rated us
9/10
Figure for the last 12 months
down from ▼ 9.1 last time

Q1	Q2	Q3	Q4
9.4	9.4	9.2	9.1

Target: 9

Existing customers say their home is affordable to live in and run

Customers rated us
8/10
Figure for the last 12 months
up from ▲ 7.8 last time

Q1	Q2	Q3	Q4
7.6	7.6	8	7.8

We're moving towards a proactive service

Average repairs cost per home

£477
Figure for the last 12 months
down from ▼ £484 last time

Target: £490

Q1	Q2	Q3	Q4
£505.01	£483.50	£478	£484

Average number of repairs per home

2.39
Figure for the last 3 months
up from ▲ 2.37 as last time

Q1	Q2	Q3	Q4
2.35	2.35	2.37	2.37

Cost of the average repairs work before a new customer moves in

£2,282
up from ▲ £2,075 last time

Q1	Q2	Q3	Q4
£2,464	£2,201	£2,093	£2,075

New target: £2,293

Customers are happy with their new home

Percentage of customers who are happy with the quality of their new home

90%
Figure for the last 12 months
down from ▼ 95% last time

Target: 97%

Q1	Q2	Q3	Q4
94%	93%	94%	95%

Customers rate their experience of buying or renting a new home

Customers rated us
9/10
Figure for the last 12 months
down from ▼ 9.2 last time

Target: 9.2

Q1	Q2	Q3	Q4
9	9.2	9.2	9.2

Average number of repairs that were raised within the first six months of a new customer moving in

1.39
Figure for the last 12 months
up from ▲ 1.37 last time

Q1	Q2	Q3	Q4
1.42	1.43	1.38	1.37

Average number of defects reported for new build homes within the first 12 months of a new customer moving in

3.74
Figure for the last 12 months
up from ▲ 3.71 last time

Q1	Q2	Q3	Q4
3.37	3.48	3.6	3.71

Target: 3

Our homes meet our home standard

Percentage of homes meeting the decent homes standard

100%
Live figure at the end of June
▶ 100% the same as last time

Target: 100%

Q1	Q2	Q3	Q4
100%	100%	100%	100%

What the colours mean

Target to be set | Meeting target | Within 5%of target | Improvement required

▲ Improved
▶ Stayed the same
▼ Getting worse

How we're doing

June 2018

Welcome to the latest edition of 'how we're doing' – the place to check out how Bromford has been performing and delivering for customers over the last three months.

What's going well?

- Our feedback programme continues to perform well with 89 per cent of customers recommending us to a friend and people rate us 8.5 out of 10 for how easy we are to do business with. We made some changes to our feedback programme in April so that we could speak to even more customers, not just when they receive a service from us but to find out how they feel about their home, where they live and the relationship they have with us. We're learning from feedback that how we're rated for having services that are easy to use and customers recommending us to a friend can depend on whether they've recently been in touch with us. For example, this could be either via their neighbourhood coach, where they have a repair or a call from us – and where customers haven't seen or spoken to us recently they tend to score lower and this is why our scores have remained at an overall advocacy level generally constant Because of this we've re-forecasted our targets for these measures based on the new programme whilst still ensuring we're challenging ourselves to deliver the best possible service to our customers

- We've spoken to over 2,000 customers in the last three months. We know the programme for Neighbourhood Coaches to meet all their customers will take time. In the feedback programme 49% of customers contacted say they now know their Coach and of those, positively 90% said they're getting what they need from them. Analysis of customer comments tells us our coaches are helpful – particularly with finding solutions to issues customers may face, they're easy to talk to and customers feel comfortable. After reviewing the customer feedback, we've also learned that customers who have met their neighbourhood coach are more likely to recommend us to a friend, with a score 4% higher than those who haven't met them

- Last time we told you we'd adapted our measures that track our customer relationship and this time people rated us 9 out of 10 for caring about them as an individual, 8.9 out of 10 for trusting us to do what we say will – and it's pleasing to see that both scores have improved from 8.8 last time. Last time we also shared a new measure with you which tells us whether customers feel we're fair and respectful and this time people rate us 8.7 out of 10.This is very early stages of these new relationship measures and we will learn more about the insights that lay behind this feedback over time

- You'll notice we've introduced fifteen new customer feedback measures this time as well (mentioned in the dial as 'new measure'). These particularly focus on how customers feel about their community, their experiences of their new neighbourhood coach as well as managing their money and how well equipped they feel to work towards the things they want to achieve in life. Our initial results are promising – particularly around managing money – with 92% of customers saying they plan ahead and budget regularly, 96% feeling confident to manage their bills and able to make their rent payments. Those customers who told us they weren't able to make rent payments also told us they're less likely to have money saved for a rainy day. Our colleagues and customers are working really hard to respond to the challenges of welfare reform and in particular the growth in the numbers of customers who are now on Universal Credit. Colleagues are focused on supporting customers to build their financial resilience. Customer's with credit on their account continues to rise as does the number of customers who leave us with clear rent accounts, and we're pleased to see our arrears performance is good at 3.8% against a target of 4.45%

- We're continuing to focus on getting things right first time and as a result we successfully resolved 86 per cent of customer enquiries straight away (up four per cent when compared to last year) and a new measure tells us that customers confirmed we got things right 78% of the time. We'll be tracking this new measure over the coming months to understand any differences here. The number of complaints we received has reduced to 205 from 246 last time and we resolved 99% of complaints the first time

- It's pleasing to see that our score for how customers feel about the safety and appearance of their neighbourhood is starting to improve, rising to 7.8 out of 10. We've been responding directly to individual customer issues here to help improve things, and some more positive examples can be seen on our 'you said, we did' page. It's also great to see we've continued to achieve our targets of having 100 per cent of our homes meeting the decent homes standard and 100 per cent being safe and compliant

What do we need to improve on?

- The percentage of new customers who told us they were living in the right home has fallen slightly this time to 96 per cent, and new customers who said they were happy with the quality of their home has also fallen to 90%. Analysis of feedback tells us that the overall experience of moving in this time wasn't as good as we'd hoped. The trends centre around lack of information and poor communication in the lead up to the move and the standard of the home when the customer moved in – with things not being in line with promises made to customers, as well as not meeting their expectations. The repairs teams continue to focus on ensuring all homes meet our ready to let standard and further work is being done to understand this feedback more particularly where customers are feeling let down by what they feel we have promised and not delivered. we've continued to invest more in more in our homes before a new customer moves in, spending on average £2,300 per empty home

- Our employability measure also tells us we've coached 49 customers against a target of 107. This is a stretch year-end target particularly as we are increasingly focussed on household income – supporting customers from part to full-time work or increasing their hours. We will review the target through the Localities Forum.

- You'll notice we're continuing to see a decline in how customers rate our homes and services for value for money – scoring 8.4 out of 10 this time. This is an area where we need to track closely to improve our understanding. Some customers have told us they have an issue with how affordable their home is to live in and run. We continue to invest significantly to address issues as we become aware. Since April we've invested £5.6m and carried out 3,164 upgrades to improve customers' homes.

You can have your say on how we're doing and influence services by emailing us at feedback@bromford.co.uk or just head over to www.bromford.co.uk/give-us-your-feedback/.